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## Sprewells Sell Out

**T**he concept of a wheel with an outer section that moves independently of the inner section is not new. Rolls-Royce's Phantom has center caps that don't move even when the car does, so that the double-R logo can more easily crush the hearts of other motorists. And then there are



spinners, the wheels whose center sections spin separately, also known as Sprewells, after NBA star Latrell of the same name, whose Southern Cali-

fornia custom-car shop, Sprewell Racing, was among the first to carry those. Spinners are undeniably attention getters, and that is why a company in Santa Monica called AdFleet has

taken the opportunity to sell advertising space on a motionless hub. AdFleet will put ads on 2000 or so taxis in Los Angeles and

has plans to go nationwide with the concept. The motionless wheel cover requires no changes to the taxi wheels; they simply bolt on. The ads are stuck to a carefully weighted plastic wheel cover that is on a bearing so that it never turns. Thus, the ad is displayed upright all the time, making it easy to read. And you thought they were cool to look at before; just think how cool they'll be when there's a picture of a 99-cent chalupa running down the road. *Mmmmm.*